

Business Strategies of Tegal Food Stalls (Warteg) and Their Influence on Community Buying Interest in Makassar

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ABSTRACT

The type of research is qualitative through a phenomenological approach, while the results show that Warteg or warung tegal is one of the popular culinary businesses in Makassar City because it serves delicious, affordable, and diverse food. To increase people's buying interest at night, strategies are needed such as providing menus that suit nighttime preferences, for example fried or healthy food; keeping prices affordable with discount promotions; ensuring strategic locations and easy access; and utilising technology through delivery applications and social media for promotion. Improved service quality, cleanliness, and unique experiences such as special events can also attract customers. Partnerships with local communities and the implementation of a reward system for loyal customers also strengthen the appeal of this business. With effective and innovative strategies, warteg can continue to grow and compete in Makassar's night food market.

1. INTRODUCTION

Food business is one of the most attractive business sectors in many cities, including Makassar. The city, known as one of the culinary centres in Indonesia, has a variety of food offerings, ranging from traditional to modern food. In this context, warung tegal or better known as warteg, is one type of food business that has a great opportunity to grow. Warteg offers food at affordable prices, a wide variety of menus, and a relaxed atmosphere, so it is able to attract various segments of society, ranging from workers to students.

One of the factors that makes the warteg business has great potential in Makassar City is the increasing consumption pattern of the community, especially at night. People's activities at night in this city are not only dominated by recreational activities, but also work activities and other social activities. This creates opportunities for food businesses to fulfil the consumption needs of people who remain active late into the night. Warteg, with its flexibility of operating hours, is often the first choice for those looking for good food at an affordable price.

Makassar has a strong nightlife culture, especially among young people and workers who often spend time outside after working hours. In addition, the presence of large campuses and industrial areas in the city also encourages high mobility at night. Many of them are looking for places to eat that are easily accessible, convenient and within their budget. Warteg can answer these needs by providing food that is fast, nutritious and economical. This is a competitive advantage that is difficult to match by other types of food businesses.

The success of the warteg food business is also supported by their ability to adapt to the local preferences of the people of Makassar. Wartegs not only serve Javanese food such as nasi rames, but are also able to accommodate local flavours such as the use of Makassarese chilli sauce or side dishes that suit the local tongue. This adaptation is key to attracting customers with specific taste preferences, especially at night when the demand for flavourful food tends to increase.

Another factor that supports the business potential of wartegs is their presence in various strategic locations in Makassar City. From main roads to small alleys, wartegs can be found easily. Not only does this make it easier for people to access them, but it also expands the range of customers they can serve. Flexible operating hours, even until midnight, make warteg a practical solution for those who need a quick and economical meal at an unusual time.

In the midst of technology development and digitalisation, the warteg business has also started to adapt to new trends (Zen & Rahayu, 2022). Many wartegs in Makassar have utilised digital platforms to reach out to customers, such as delivery services through apps. This opens up new opportunities for them to increase sales, especially at night when people are more likely to order food rather than going out. This combination of conventional and digital services strengthens warteg's position in the city's competitive food business.

However, behind these great opportunities, there are challenges that warteg business owners need to overcome. One of them is the increasing competition from other types of food businesses, such as cafes, fast food restaurants, and street vendors. In addition, changes in people's preferences for healthier and more hygienic food are also a challenge that needs to be anticipated. To remain relevant, wartegs must be able to innovate in serving food that is not only delicious but also meets health and hygiene standards.

The food business potential of wartegs in Makassar City cannot be separated from the social and cultural dynamics of the local community. With a growing population and increasingly modern lifestyles, the need for practical, affordable and pocket-friendly places to eat will continue to increase. Warteg, with its unique characteristics, has a great opportunity to fulfil this need, especially at night when demand for food tends to be higher.

In response to changing consumer behaviors and technical progress, warteg operators are implementing diverse business strategies to maintain competitiveness and attract their clientele (Diah Novianti et al., 2018; Ricza Irhamni et al., 2023). The spread of warteg in metropolitan locales such as Makassar highlights their importance in the local food sector. Historically defined by their simplicity and cost-effectiveness, warteg are increasingly pursuing innovative strategies to improve their services and appeal to a wider customer base. This include the implementation of digital technologies, diversity of offerings, and enhancements in service quality. Despite the clear transition towards modernization, there is a deficiency of thorough study investigating how these corporate practices affect customer purchasing decisions, especially in the context of Makassar. Comprehending the correlation between the strategic alterations of warteg and community purchasing interest is essential for stakeholders seeking to enhance the sustainability and expansion of these firms (Ferditya & Wibowo, 2023; Kadarisman, 2019; Ricza Irhamni et al., 2023).

In conclusion, the food business at wartegs in Makassar City has great potential to grow, especially at night. By understanding the needs of the community, adapting to local preferences, and utilising digital technology, wartegs can become the first choice for people looking for quality food at affordable prices. With the right strategy, this potential can be optimised to bring significant profits while contributing to the overall economic dynamics of Makassar City.

2. LITERATURE REVIEW

Business Potential

In economics, a business is an organisation that sells goods or services to consumers for profit. Historically, the word business comes from the English word business, from the word busy which means 'busy' in relation to individuals, communities and society. in the sense of being busy with work that makes a profit. terminologically, business is a business activity. In a broad sense, business is a general term that describes all personal and organisational activities that produce goods or services in everyday life. However, according to its etymology, business is a situation where a person or group of people is engaged in a job to make a profit. Business is part of the activity of distributing goods through the production line, from the purchase of raw materials to the sale of finished goods. Brown

and petrello define, 'business is an institution that produces goods and services demanded by people' which means, Business is an institution that produces goods or services needed by the community.

So that the concept of business can be defined as follows, namely: business is an organised individual activity whose purpose is to produce and sell goods and services for profit to meet the needs of society, business as an institution that produces the necessary goods and services to society. According to Jeff Madura, a business is a company that produces products or services that customers want. According to Bukhori Alma, business is the total number of businesses, including agriculture, manufacturing, communications, construction, distribution, transportation, business services, and government, which are involved in and market goods and services to consumers for profit.

According to Musselman and Jackson, business is the overall activity organised by people in an industry or business that provides services or goods to meet needs and improve the quality of life. According to Allan Afuah, business is the organised or structured activity of individual or group enterprises whose purpose is to produce and sell goods or services for profit or to meet the needs and wants of society.

Buying and selling or trading in Fiqh is called al-ba'i, which etymologically means buying and selling or exchanging. The Arabic word al-ba'i is sometimes used to indicate its opposite, namely al-syira' (buying). So the word al-ba'i means selling, but at the same time it also means buying.⁵ Sales as one of the decisive marketing functions in an effort to achieve company goals. The definition of sales is very broad, as for the explanation of sales experts about the definition of sales. Philip Kotler defines sales as an activity to find buyers, influence and provide instructions to buyers so that buyers can match their needs with the products offered and enter into a mutually beneficial price agreement. But according to Zimmerer, the company's main source of cash flow is sales

Traditionally, sales are often considered the same as marketing even though they are not. Sales is one of the elements of marketing, so the definition of marketing is broader than the definition of sales. The function of sales is to convince buyers of the benefits and uses of the products being sold. Sellers try to attract buyers' attention, interest, desire, and action for buyers. Philip Kotler and Armstrong define sales as a social and managerial process that allows individuals and groups to get what they need and want by creating and exchanging products and values with others.⁸ According to Abdul Rahman, buying and selling in language is the exchange of something for something.

Warteg

Warung Tegal Warung tegal was originally managed by people from three villages in Tegal, namely Sidapura, Sidakaton and Krandon. Dukuhuri sub-district, Tegal regency. They managed tegal stalls in turns (between families in one family bond) every 3 to 4 months. Those who do not have a tegal stall usually do gardening in their hometown. The prospect of a business that is different from the others with this trade, must treat the lower-class citizens, the answer can be received very large. This is certainly at the level of the economy of the warteg entrepreneurs who are quite proud. In the place of origin of warteg entrepreneurs, we should not be surprised to see luxury houses built there. The luxury house mostly belongs to warteg entrepreneurs who open businesses in Karawang and tegal.

Purchase Intention

According to (Santoso, 2017) states that 'Purchase interest is a decision taken by consumers to get a product that is considered to be in accordance with what they want' According to Ratih Hurriyati (David 2017, 46) states that 'Purchase interest is where individuals, groups and organisations choose, buy, use, and utilize goods, services ideas or experiences in order to satisfy consumer needs and desires'. According to Kotler (Angelina 2018, 23) states that: 'Purchase interest is a behaviour that arises in response to an object that shows the consumer's desire to make a purchase'.

Interest is one of the psychological aspects that has a considerable influence on the attitude of the decision to be made and interest is also a source of motivation that will direct a person in doing what they want to do. Purchase interest is the stage of the respondent's tendency to act before the buying decision is actually carried out⁴³. Consumer interest is a consumer behaviour that shows the

extent of his commitment to take action to purchase or use a good or service. Purchase interest is the most important part of a person in making purchasing decisions. According to Brigne, Ekince, Alampay, and Rosen explain that a person's tendency to show interest in a product or service can be seen based on characteristics:

- a. The ability to seek information on a product or service of consumers who have an interest, has a tendency to seek more detailed information about the product or service, with the aim of knowing exactly how the specifications of the product or service are used, before using the product or service. Willingness to pay for goods or services of consumers who have an interest in a product or service can be seen from the form of sacrifice made for a product or service of consumers who tend to have an interest in buying a good or service, so that consumers can be interested in using the goods or services in question.
- b. Consumers have a great interest in a product if someone tells positive things about the product or service, if asked by other consumers, these consumers will indirectly tell positive things about the service or product. So that other consumers are interested and have an explicit interest and have a desire and a belief in the goods or services to be used..
- c. The tendency to dedicate consumers to have a great interest in a good or service on offer, in addition to telling positive things to other consumers, these consumers will also recommend the product or service to others, because someone who has a great interest in an item, in addition to telling positive things, these consumers will also recommend to others to also use these goods or services, because if someone already has a great interest in a good or service, so that if asked by other consumers, these consumers will tend to recommend to other consumers that these products and services are very good.

According to Kotler, saying about the marketing strategy model is interpreted as the same as the theory of the marketing management process. Decision-making behaviour and consumer behaviour organisation can be made as a marketing strategy model. Consumer behaviour can be influenced by three things, namely those seen from individual differences, environmental conditions, and marketing efforts (marketing mix). Marketing mix is a strategy in marketing which consists of several variables, namely: product, price, place, and promotion. Seeing the desires of consumer behaviour that is always changing so that companies can develop marketing mix variables according to the desires of potential consumers. Based on the marketing mix elements, this study used four marketing mix elements, namely so on:

1. Product quality is a combination of goods and services offered to the target market. From a strategic point of view, it is one of the big goals of marketing, namely to increase the likelihood and frequency of consumers coming into contact with products, buying and using them and making purchases for the next one.⁴⁴ Product quality is an important factor that influences the creation of customer satisfaction. Product quality is a determining factor for consumer satisfaction after purchasing and using a product. According to Hidayat, 2019 product quality is a form with a complex satisfaction value.
2. Advertising or Promotion Advertising is a form of non-personal presentation and promotion of ideas, goods or services by certain sponsors who must pay.⁴⁶ Advertising also has an influence on the buying and selling process. Broadly speaking, we can see the function of advertising from two sides, namely the real function and the hidden function. Advertising can be used effectively by companies to build a long-term image of the product or company and advertising can also trigger customers to buy the product. Advertising can also build and educate the perfection of a product or brand in a company. A company makes advertisements for its products.

Promotion is an activity to introduce or offer to the public about a product in order to attract a consumer or society to be interested in buying a product. According to Buchari Alma, promotion is a form of marketing communication which is defined as marketing activities that try to disseminate information, influence, persuade, and increase the target market for companies and their products so that they can accept, buy, and be loyal to the products offered by the company

concerned.⁴⁷ At this level of promotion, consumer behaviour can be influenced based on contact information and word of mouth communication from other consumers.

3. Price is all the money that is charged for a product or service or can be said to be the sum of all the values exchanged by consumers regarding a product or the benefits of owning or using the product or service. Price is not just a numerical label. Prices have many functions, namely for rent, school fees, fees, salaries, interest, tariffs, savings, and commissions, all of which are prices that must be paid in order to get a good or service, prices also have many forms.⁴⁸ Pricing strategies that affect consumer psychology are:⁴⁹ 1) Prestigious pricing strategy: setting a high price in order to form an image of high product quality is generally used for shopping and special production. 2) Odd Pricing / Odd Price: providing a smaller or odd price below the standard price so that the price that has been determined aims to make the buyer's psychology think that the product to be purchased is cheaper. 3) Multiple-unit Pricing / rebate price: a certain discount that is given to consumers if the consumer buys a large number of products. 4) Price Lining/Line Pricing: price coverage given to different product lines at different prices. The discount price strategy at the seller is a strategy by providing a discount from the price that has been set in order to increase sales of a product or service.
4. Rowland-Rowland said that place is an effort so that the products/services offered can be in a place and time that suits consumer needs. In a handphone counter, the place given to consumers is in the form of comfort, hospitality, and security felt by consumers. Place here is based on distribution decisions regarding ease of access to services to physical location decisions, namely decisions regarding the use of intermediaries to increase the accessibility of services for customers and non-location decisions that are determined for the sake of service availability, for example the use of telephone delivery systems Service is something that is intangible, and is an action or performance of a person offered by another party that does not cause transfer of ownership. According to J. Paul Peter and Jerry C. Oleson in 2000 service is the behaviour of sellers to buyers by providing the best for consumers, good service is done so that consumers feel valued and get goods or services according to their wishes.
5. Lifestyle, People who come from the same sub-culture, social class, and occupation can have different lifestyles. Lifestyle is a person's life pattern in the world which is expressed in activities, interests, and opinions.
6. Brand based on the large Indonesian dictionary is a sign imposed by entrepreneurs (factories, producers, and so on) on goods produced as an identifier, stamp (sign) identifier to state the name of the goods.⁵³ Brand is defined as a name, term, sign, symbol or design that is intended to identify the goods or services of one seller and differentiate them from their competitors. The brand identifies the source or maker of the product so that it allows consumers to be able to recognise and demand responsibility for its performance to a particular manufacturer or distributor.⁵⁴ The brand can also mean that the brand is very important for a product, therefore the company must introduce its products in order to have strength in the market. The strength of a product in the eyes of the community is referred to as brand equity Consumers who are satisfied with the product or brand used will repurchase the product or brand. Repurchases made continuously from the same brand will show consumer loyalty to the brand. Brand loyalty is a positive attitude of a consumer towards a brand..

3. METHODS

This study adopts a qualitative research design with a phenomenological approach to explore the lived experiences of warteg (Tegal food stall) owners in Makassar, particularly in relation to the business strategies they employ and how these strategies influence community buying interest. The phenomenological method is deemed appropriate for this research because it allows an in-depth understanding of the participants' perspectives, emotions, and interpretations of the phenomena they encounter in their daily business practices.

The study's participants comprise two primary groups: warteg proprietors or managers with a minimum of one year of operation in Makassar, and habitual patrons who dine at warteg at least once

weekly. Participants are chosen by purposive sampling to guarantee the participation of persons possessing firsthand knowledge and insights pertinent to the research focus. The anticipated number of participants is approximately 10 to 15, with the final count established according to the principle of data saturation, wherein no new major themes arise from the interviews.

Data gathering is performed via comprehensive, semi-structured interviews. This method facilitates participants' flexibility in expressing their thoughts and experiences candidly, while simultaneously offering direction through essential questions. The interviews concentrate on aspects such as the strategies employed (including pricing, menu diversity, cleanliness, digital tools, and service delivery), the motivations for these strategies, customers' perceptions of the warteg experience, and the overall influence of these factors on purchasing interest and loyalty. Each interview endures for 45 to 60 minutes and occurs in a location chosen by the participant, either in person or virtually. Interviews are audio-recorded and transcribed verbatim for analysis with the participants' consent.

Thematic analysis is used to process and interpret the data, following the phenomenological tradition. This involves several key steps: bracketing researcher biases to maintain objectivity, immersing in the data through repeated readings, identifying significant statements, formulating meanings, and grouping those meanings into overarching themes that reflect the essence of participants' experiences.

Multiple tactics are implemented to augment the study's credibility. Triangulation is achieved by collecting data from both warteg owners and customers, offering multiple perspectives on the same phenomenon. Member checking is conducted by sharing summaries of the findings with participants to verify accuracy. Rich, thick descriptions of the context and experiences are provided to support the transferability of findings. An audit trail is maintained throughout the research process to ensure dependability and confirmability.

Ethical considerations are carefully addressed. Prior to data collection, ethical approval is secured from the relevant institutional review board. Informed consent is obtained from all participants, who are assured of confidentiality, voluntary participation, and the right to withdraw at any time. Pseudonyms are used in all reporting to protect the identities of the participants. Through this method, the research aims to illuminate the meanings behind warteg business practices and consumer behavior in Makassar, contributing valuable insights into small-scale food entrepreneurship and community-level economic dynamics.

4. RESULTS AND DISCUSSION

Results

The potential of the food business in warteg on people's buying interest in Makassar city

The potential of the food business at wartegs for public purchasing interest in Makassar City is closely related to various factors, such as culinary culture, community characteristics, and socio-economic dynamics. As a form of culinary business that has long existed in Indonesia, warung tegal (warteg) is able to fulfil the needs of the community by providing affordable, diverse and easily accessible food. In Makassar City, the existence of warteg can be a solution for people who need fast food at economical prices, especially in the midst of busy daily activities.

1. Characteristics of Warteg as the Main Attraction Warteg is known as an eatery that offers simple food with adequate portions and relatively low prices. This makes warteg a popular choice for people from all walks of life. In Makassar City, wartegs are able to attract customers because of the diversity of their menu, which includes various types of side dishes, vegetables, and chilli. The ability of wartegs to provide food that suits local tastes, such as adding Makassarese elements to the menu, is also an added attraction.

In addition, wartegs are located in various strategic locations, ranging from residential areas to office areas, making it easier for people to access food at any time. The flexibility of operating hours, which often includes night time, also provides a great advantage for wartegs in Makassar

City, given the high activity of the community at night. With fast and efficient service, warteg is able to fulfil the needs of people who want a practical dining solution.

- 2. Consumption Pattern of Makassar City People** The people of Makassar City have quite dynamic consumption patterns, especially due to the influence of local culture that is thick with the habit of eating outside the home. Economic and social activities that last until late at night create great opportunities for culinary businesses, including warteg. Many people are looking for a simple yet adequate place to eat to fulfil their needs, either for dinner after work or to relax with friends or family.

In addition, people's interest in cheap and fast food is increasing along with modern lifestyles that demand time efficiency. Warteg is an ideal choice because it is able to provide food quickly without sacrificing the quality of taste. Thus, the existence of warteg in Makassar City is very relevant to the growing consumption needs of the community.

- 3. Social and Economic Support** The food business potential of wartegs in Makassar City is also influenced by existing social and economic support. The city is one of the centres of economic growth in eastern Indonesia, with a growing and diverse population. The presence of large campuses, industrial estates, and a growing trade sector creates a wide market for culinary businesses such as warteg. Diverse customer segments, ranging from students to workers, provide opportunities for wartegs to expand their reach.

On the other hand, the level of competition in the culinary sector is also a driving factor for wartegs to continue to innovate and improve services. By presenting a wider variety of menus and adjusting flavours according to local preferences, wartegs can maintain their appeal amidst intense competition. Adapting to digital trends, such as delivery services through applications, is also a strategic step that can support the sustainability of the warteg business in the modern era.

- 4. Challenges and Solutions to Maximize Potential** Despite having great potential, the food business in warteg in Makassar City also faces a number of challenges. Competition with fast food restaurants, cafes, and other culinary businesses can be an obstacle in attracting people's buying interest. In addition, changing consumer preferences towards healthier and hygienic food are also challenges that need to be overcome.

To face these challenges, warteg needs to make various innovations, such as:

- a) Improving food quality and hygiene:** Paying more attention to the hygiene and appearance aspects of food can increase customer confidence.
- b) Menu diversification:** Providing a more diverse selection of foods, including healthy menus, can reach a wider segment of customers.
- c) Leveraging digital technology:** Using online platforms for promotions and delivery services can expand customer reach.
- d) Efficient operational management:** Optimizing operational costs without compromising quality can help keep prices competitive.

The potential of the food business in wartegs for people's buying interest in Makassar City is very large, supported by dynamic consumption patterns, the need for cheap and fast food, and the existence of wartegs in strategic locations. By overcoming existing challenges through innovation and adjustment to consumer preferences, warteg can continue to grow and become an integral part of the culinary landscape of Makassar City. Therefore, the warteg business has a promising opportunity to continue to grow in line with the increasing public demand for practical and affordable dining solutions.

Advantages and disadvantages of the food business on people's buying interest at night in Makassar city

The city of Makassar has a fairly active nightlife dynamic, making it a great opportunity for food business people to take advantage of the nighttime as a strategic moment in increasing people's buying interest. However, like any other business, the nighttime food business has advantages and disadvantages that affect people's buying interest.

Advantages of the Food Business at Night

1. **High Night Activities in Makassar City** The city of Makassar is known as one of the big cities with a fairly active nightlife. Community activities that last until the evening, such as working overtime, shopping, or simply relaxing, create a need for food. Food businesses can take advantage of this to provide late-night dinner or snack options that suit the needs of the community.
2. **High Demand for Fast and Practical Service** At night, people tend to look for fast and easily accessible food. Food businesses such as street stalls, small cafes, or fast food restaurants have the advantage of providing food with fast service. This is able to attract consumers who need practical food without having to wait too long.
3. **Diverse Market Segments** The food business at night has a wide market segment, ranging from night workers, students who study late at night, to tourists who enjoy the atmosphere of the city. With the right marketing strategy, food businesses can reach these different segments effectively. Opportunity to Highlight the Uniqueness of Local Culinary Makassar has a wealth of local cuisine, such as Makassar coto, konro, banana epe, and jalangkote. Offering local specialties at night provides additional attraction for locals and tourists. Local cuisine served at night also creates a unique experience that increases buying interest.
4. **Operational Flexibility Food business** operations at night allow business actors to optimize working hours. For example, they can time production during the day and sell at night. This flexibility provides greater opportunities to take advantage of off-peak hours for preparation and peak hours at night for sales.

Disadvantages of Food Business at Night

1. **Fierce Competition** Makassar City has many food businesses that operate at night. From street vendors, fast food restaurants, to cafes and bars, everything is competing to grab the attention of consumers. This fierce competition can make it difficult for businesses to stand out if they don't have a unique added value.
2. **The Level of Security That Becomes a Concern** Operations at night often face security-related challenges, both for customers and business actors. Factors such as unsafe locations or lack of lighting around business places can affect people's buying interest.
3. **Limited Transportation Access** Although many people are active at night, not all have easy access to transportation. This can be an obstacle for them to reach a food business location that is not strategic or far from the center of the crowd.
4. **Additional Investment Needs for Night Operations** Nighttime operations require additional investments, such as electricity costs for lighting, extra security, and longer employee hours. If not managed properly, these costs can reduce profit margins.
5. **Changes in Consumption Patterns** Some consumers are starting to adopt a healthy lifestyle, which can reduce their buying interest in fast food or heavy food at night. This is a challenge for business actors to adjust their menus to the preferences of consumers who are more health-conscious.

Strategies to Optimize the Food Business at Night

In order for the advantages of the food business at night to be maximized and the disadvantages minimized, business actors need to implement the following strategies:

1. **Offer a Diverse and Innovative Menu** Providing a variety of menus, including healthy options such as salads or low-calorie meals, can attract the attention of health-conscious consumers. Innovation in presentation can also increase appeal.
2. **Choosing a Strategic Location** A location close to a nightlife center, such as a tourist area, office, or campus, can improve accessibility and attract more customers.

3. **Utilizing Digital Technology Using** online ordering platforms or delivery services can help food businesses reach consumers who cannot come directly to the business location.
4. **Improve Safety and Comfort Businesses** can work with local security to ensure a safe environment for customers. In addition, the design of a comfortable and customer-friendly place of business can also increase its attractiveness.
5. **Attractive Promotions Offering** special discounts or savings packages at night can encourage people's buying interest. Promotion through social media is also effective in reaching a wider audience.

The food business at night in Makassar City has great potential because of the high activity of the community at night. By managing advantages such as operational flexibility, high demand, and local culinary uniqueness, as well as overcoming weaknesses such as fierce competition and safety concerns, food businesses can attract people's buying interest more effectively. The implementation of innovative and adaptive strategies is the key to success in developing the nightfood business in this city.

Food business strategy in warteg so that people's buying interest data continues to increase at night in the city of Makassar

Warteg or warung tegal is one of the popular types of culinary businesses in Indonesia, including in the city of Makassar. Warteg has its own attraction because it serves delicious, affordable, and diverse food. However, to increase people's buying interest at night, an effective business strategy is needed. The following is a discussion of strategies that can be applied by warteg owners so that people's buying interest data continues to increase at night.

1. Providing Menus to Match the Preferences of Nighttime Consumers

People's consumption patterns at night tend to be different from during the day. Many night consumers are looking for light but filling meals, such as fried rice, fried rice, instant noodles, or soups. Therefore, warteg owners can provide a special menu at night that suits this preference. Adding a variety of healthy menus such as salads, juices, or low-calorie meals can also attract health-conscious customers.

2. Price Adjustment with Consumer Purchasing Power

Price is an important factor that influences consumers' decision to buy food. Warteg is known for its affordable prices, and this must be maintained. However, warteg owners can also implement price promotion strategies, such as discounts on purchases of certain quantities or savings packages for evening customers. This strategy can increase the attractiveness of wartegs in the midst of competition in the food business.

3. Location Optimization and Accessibility

Strategic location is one of the keys to success in the food business. Warteg that is near the center of the crowd such as terminals, stations, campuses, or office areas has a greater chance of attracting night customers. In addition, wartegs must ensure easy access by providing adequate parking and a safe and comfortable location.

4. Using Technology to Make Booking Easier

In the digital era, many consumers prefer to order food through online applications. Therefore, registering a warteg on a food delivery platform such as GrabFood or GoFood can increase customer reach. In addition, warteg owners can also use social media for promotions, provide menu information, or hold special discounts for customers who order through social media.

5. Improving Service Quality

Friendly and fast service is one of the factors that make customers want to come back. Warteg owners can train staff to provide good service, keep the dining area clean, and ensure every customer feels appreciated. Additional services such as neat food packaging and convenient dining facilities can also enhance the customer experience.

6. Maintaining Hygiene and Health

Cleanliness is an important factor in the food business, especially at night when many customers are concerned about the cleanliness of the food and dining establishments. Warteg owners must maintain the cleanliness of the kitchen, cutlery, and dining area. In addition, serving fresh and quality food will increase customer trust.

7. Offers a Unique Culinary Experience

Creating a different experience from other wartegs can attract more customers. For example, warteg can serve a special menu at night that is not available during the day. Owners can also hold weekly events such as "Dinner Nights" or "Warteg Live Music" to create a more attractive atmosphere for customers.

8. Managing Attractive Promotions

Promotion is an effective way to grab customers' attention. Warteg owners can offer promos such as "Buy 2 Get 1 Free" or "20% off after 21:00." This promotion can be conveyed through social media, banners, or leaflets placed in the area around the warteg.

9. Partnering with Local Communities

Local communities, such as students, night workers, or online motorcycle taxi drivers, are a potential market segment for warteg at night. Warteg owners can establish partnerships with these communities, for example by offering special discounts or fast delivery services for community members.

10. Implementing a Reward System for Loyal Customers

Rewarding loyal customers can increase their loyalty. Reward systems such as stamp cards that give free food after a certain number of purchases can be an incentive for customers to keep coming back.

An effective and innovative business strategy is very important for warteg to increase people's buying interest at night in Makassar City. By providing a suitable menu, keeping prices affordable, utilizing technology, improving service quality, and offering attractive promotions, warteg can become the people's first choice for dinner. In addition, maintaining cleanliness, creating unique culinary experiences, and establishing good relationships with the local community will further strengthen the appeal of this business. With the right approach, warteg can continue to develop and maintain its competitiveness in the night culinary market of Makassar City.

Discussion

This study's findings underscore the pivotal function of wartegs (*warung tegal*) in influencing community purchasing preferences within Makassar City's culinary scene. Wartegs, as a fundamental component of Indonesia's grassroots culinary culture, exhibit significant business potential, especially when connected with local socio-economic factors, community consumption patterns, and the city's vibrant nightlife (Diah Novianti et al., 2018; Govindan, 2018; Singsomboon, 2014)

A major factor affecting consumer interest is the unique nature of wartegs. Their capacity to provide economical, home-cooked meals in ample servings, along with the adaptability to modify menus to suit local preferences, has established wartegs as a preferred eating choice for many community demographics. In Makassar, the expense of living and urban tempo promote pragmatic dining options, with wartegs satisfying the populace's need for convenient, rapid, and substantial meals. This aligns with other research emphasizing the significance of price and cultural familiarity in maintaining small-scale food operations in urban settings (Hsu & Han, 2024; Jose & Shanmugam, 2019; Ulmaghfiroh et al., 2021).

The dining habits of Makassar's inhabitants, particularly their propensity for dining out and participating in late-night events, foster a conducive atmosphere for nocturnal culinary enterprises. Wartegs are strategically situated to provide this demand, especially when positioned near high-traffic locales such as campuses, offices, and transit hubs. The cultural acceptance of nocturnal dining, along

with the increasing need for convenient and rapid meals, presents a distinctive potential for wartegs to enhance their market presence during evening hours.

Moreover, the social and economic context of Makassar amplifies this potential. Makassar, as a regional hub in Eastern Indonesia, draws a diverse population of students, professionals, and informal sector workers, all of whom constitute prospective buyers for warteg. This socio-economic diversity highlights the necessity of strategic segmentation and customer-focused methodologies in sustaining and enhancing customer engagement (Ellson, 2004).

Nevertheless, despite these benefits, wartegs encounter numerous obstacles, especially concerning increasing competitiveness, shifting customer health choices, and the operational requirements of managing a nocturnal food enterprise. The existence of contemporary restaurants, cafes, and fast-food establishments providing comparable convenience and price poses a direct challenge to the competitiveness of wartegs (Diah Novianti et al., 2018; Nelson, 1970). Furthermore, the growing public consciousness regarding hygiene and nutrition necessitates enhanced standards in food preparation and presentation. These results reflect broader trends in the food service sector, where customer experience, sanitation, and health awareness are more essential in influencing purchasing decisions (Al-Swidi et al., 2014; Banerjee et al., 2015; Zeng et al., 2019).

The analysis underscores the necessity for strategic innovation to address these difficulties. Wartegs must not only uphold their fundamental principles of affordability and familiarity but also adopt contemporary methods such as digital integration, strategic marketing, and menu variety. Utilizing food delivery platforms, implementing loyalty programs, and designing exclusive night-time menus customized to consumer tastes are effective tactics to enhance purchasing interest (Moroz & Polkowski, 2016). These practices align with modern small business philosophies that emphasize adaptability, client interaction, and value-added distinction.

The notion of operating flexibility during nighttime arises as a crucial competitive advantage (Flamholtz & Randle, 2012). The ability to serve diverse market segments, such as night-shift employees, students, and tourists, provides wartegs with an expanded revenue source. This advantage must be weighed against meticulous cost management, encompassing manpower, security, and utility prices, which often escalate during nocturnal operations .

The study reveals that fostering neighborhood bonds and sustaining customer loyalty are crucial for long-term viability. Implementing strategies such as involving local organizations, offering community-focused promotions, and organizing periodic themed events can enhance the emotional bond between the warteg and its customers. These grassroots strategies enhance internet marketing initiatives and reinforce the warteg's position as a culturally significant food purveyor (Ellson, 2004; Farquhar & Rowley, 2009).

In conclusion, this discourse underlines that wartegs in Makassar occupy a promising role within the urban food ecology, particularly for nocturnal consumption. Their capacity to integrate cost, convenience, and local relevance renders them exceptionally equipped to address the city's evolving culinary demands. However, continuous expansion will necessitate proactive adjustments to consumer trends, operational difficulties, and competitive pressures. By integrating traditional traditions with contemporary economic techniques, wartegs can not only endure but also flourish as significant contributors to Makassar's nocturnal food economy.

5. CONCLUSION

The food industry in wartegs possesses significant potential in Makassar City owing to its cost-effectiveness, varied menu, strategic positioning, and congruence with local culinary traditions. Given the city's vibrant nightlife and significant demand for quick, accessible meals, wartegs can prosper by providing evening-appropriate menus, utilizing digital platforms, and upholding sanitation and service standards. Notwithstanding problems such as competition and evolving preferences, wartegs can maintain competitiveness through innovation, community involvement, and strategic promotions. With appropriate techniques, wartegs can persist in their growth and maintain a significant presence in Makassar's culinary landscape.

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